

# Bachelor of Business

## Marketing and Entrepreneurship and Innovation

For students commencing in Semester 1 2024 at the South Street, Murdoch Campus.

This sample study plan is based on the 2023 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

		Semester 1	Pts	Semester 2	Pts
2024	Year 1	Spine Level 2 or TLC 101 Communication Skills for Undergraduate Study	3	BUS171 Foundations of Economics	3
		BUS124 Global Marketing	3	BUS163 Introduction to Accounting	3
		BUS123 Management in a Global Environment	3	BUS220 Foundations of Entrepreneurship	3
		BUS109 The Innovator's Mindset	3	BUS210 Marketing Research and Analysis	3
			12		12
2025	Year 2	BSL165 Foundations of Business Law	3	BUS299 Consumer Behaviour	3
		MSP100 Career Learning: Managing Your Career	3	BUS370 Cross Cultural Marketing	3
		BUS363 Scaling Agile projects	3	BUS221 Entrepreneurial Strategy - 6 credit points	6
		BUS225 Services, Relationship and Retail Marketing	3		
			12		12
2026	Year 3	BUS359 Digital and Social Media Marketing	3	BUS350 Strategic Marketing	3
		BUS334 Business Analytics	3	BUS366 The Compelling Entrepreneur	3
		BUS354 Leading Emerging Futures	3	BUS380 Entrepreneurial Finance	3
		Spine Unit 3 or equivalent	3	General elective	3
			12		12
				<b>Total</b>	<b>72</b>